

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Mundy Katowitz Media Attention: Accounts Payable 1322 G Street SE 4th Floor Washington, DC 20003

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
944600-1	10/14/12	October 2012	10/01/12 - 10/08/12

Sales Office Account Executive Sales Region Station WESH Fran Berg Eagle-Washingt National

Product	Estimate Number
PRIORTIES USA	1563
	PRIORTIES USA

Flight Dates Order# Alt Order # 944600 07897962 10/02/12 - 10/08/12 Billing Calendar Billing Type Deal # Broadcast Cash Special Handling IDB# Advertiser Code Product Code 321 340 Advertiser Ref Agency Ref

				Spots/			
Line Start Date End Date Description Start/E	nd Time	MTWTFSS	Length	Week	Rate	Туре	
1 10/02/12 10/04/12 M-F Early Sunrise 5:00-6: Class of Time - Pre-emptible with notice	00 AM	-1-1	:30	2	\$300.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spot</u> 10/01/12 10/07/12 -1-1	ts/Week 2	<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Lengtl	n Ad-ID			Rate Type
2 WESHTu 10/02/12 5:44 AM M-F Early Sunris	e:	5:00-6:00 AM	:30	PRATV121	9н		\$300.00 NM
1 WESHTh 10/04/12 5:13 AMM-F Early Sunris	e	5:00-6:00 AM	:30	USATV02H			\$300.00 NM
2 10/08/12 10/08/12 M-F Early Sunrise 5:00-6: Class of Time - Immediately Pre-emptible without notice	:00 AM	M	:30	1	\$300.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS M Spot M	ts/Week 1	<u>Rate</u> \$300.00					
Spots: # Ch Day Air Date Air Time Description	10.25	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHM 10/08/12 5:27 AMM-F Early Sunris	se	5:00-6:00 AM	:3	0 PRATV122	4н		\$300.00 NM
3 10/02/12 10/03/12 M-F Sunrise @6AM 6:00-7: Class of Time - Pre-emptible with notice	:00 AM	-11	:30	2	\$1,100.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spot</u> 10/01/12 10/07/12 -11	ts/Week 2	<u>Rate</u> \$1,100.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Lengt	h Ad-ID			Rate Type
2 WESHTu 10/02/12 5:59 AM M-F Sunrise @6	MA	6:00-7:00 AM	:3	0 USATV02H			\$1,100.00 NM
1 WESHW 10/03/12 6:44 AM M-F Sunrise @6	AM	6:00-7:00 AM	:3	0 USATV02H			\$1,100.00 NM
4 10/08/12 10/08/12 M-F Sunrise @6AM 6:00-7: Class of Time - Pre-emptible with notice	:00 AM	M	:30	1	\$1,100.00	NM	
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS M Spot M	ts/Week 1	<u>Rate</u> \$1,100.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHM 10/08/12 6:11 AM M-F Sunrise @6	MA	6:00-7:00 AM	:3	0 PRATV122	4н		\$1,100.00 NM
5 10/02/12 10/04/12 NBC Today Show 7:00-9 Class of Time - Pre-emptible with notice	:00 AM	-1-1	:30	2	\$1,600.00	NM	
	ts/Week	Rate					
10/01/12 10/07/12 -1-1	2	\$1,600.00	W 12				D (=
Spots: # Ch Day Air Date Air Time Description		Start/End Time		h Ad-ID	Out		Rate Type
1 WESHTu 10/02/12 7:29 AM NBC Today Sho		7:00-9:00 AM	10.00	0 PRATV121			\$1,600.00 NM
2 WESHTh 10/04/12 8:51 AM NBC Today Sho)W	7:00-9:00 AM	:3	0 PRATV121	.9Н		\$1,600.00 NM
6 10/08/12 10/08/12 NBC Today Show 7:00-9 Class of Time - Pre-emptible with notice):00 AM	M	:30	1.	\$1,600.00	NM	





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 944600-1 | 10/14/12 | October 2012 | 10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1563

www wesh com

www	wesh.com										
		1						Spots/			
Line	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
N N	6 10/08/12 Class of Tin	10/08/12 ne - Pre-em	NBC Today Soptible with notice	Show	7:00-9:00 AM	M	:30	~~~1	\$1,600.00	NM	
	Weeks:	Start Date 10/08/12			Spots/Week 1	Rate \$1,600.00					
	Spots: # Ch			ne Description		Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	0/08/12 8:48 /	AM NBC Toda	ay Show	7:00-9:00 AM	:8	30 PRATV1224	H		\$1,600.00 NM
	7 10/02/12 Class of Tir	10/04/12 ne - Pre-em	nptible with notice	TO THE STATE OF TH	9:00-10:00 AM	-1-1	:30	2	\$800.00	NM	
	Weeks:	Start Date 10/01/12		<u>TWTFSS</u> 1-1	Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch			ne Description		Start/End Time		th Ad-ID			Rate Type
					Celly 9-10 AM Celly 9-10 AM	9:00-10:00 AM 9:00-10:00 AM		30 USATV02H 30 USATV02H			\$800.00 NM \$800.00 NM
											\$600.00 14101
	8 10/03/12 Class of Tir		nptible with notice		10AM-11AM	11	:30	2	\$700.00	NM	
	Weeks:	Start Date 10/01/12		<u>TWTFSS</u> -11	Spots/Week 2	<u>Rate</u> \$700.00					
	Spots: # Ch			ne Description		Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE			AM NBC Tod	ay Show II	10AM-11AM	::	30 PRATV1219	Н		\$700.00 NM
	2 W	ESHTh 1	0/04/12 10:52	AM NBC Tod	ay Show II	10AM-11AM	:	30 PRATV1219	H		\$700.00 NM
	9 10/08/12 Class of Tir	10/08/12 me - Pre-en	NBC Today s	Show II	10AM-11AM	M	:30	1	\$700.00	NM	
	Weeks:	Start Date 10/08/12	End Date M	TWTFSS	Spots/Week 1	<u>Rate</u> \$700.00					
	Spots: # Ch	Day A	ir Date Air Tir	ne Description	<u>on</u>	Start/End Time	Leng	th Ad-ID			Rate Type
	1 W	ESHM 1	0/08/12 10:50	AM NBC Tod	lay Show II	10AM-11AM	:	30 PRATV1224	Н		\$700.00 NM
-	0 10/02/12 Class of Tir	10/05/12 me - Pre-en	NBC Today		11AM-12PM/10-11/	-11	:30	2	\$700.00	NM	
-	Weeks:	Start Date 10/01/12		TWTFSS 11	Spots/Week 2	<u>Rate</u> \$700.00	2 2 3 3				-
	Spots: # Ch			ne Description		Start/End Time	Leng	th Ad-ID			Rate Type
	1 WI	ESHTu 1	0/02/12 11:30	AM NBC Tod	lay Show III	11AM-12PM/10	0.000	30 PRATV1219			\$700.00 NM
	2 WI	ESHF 1	0/05/12 11:29	AM NBC Tod	lay Show III	11AM-12PM/10	-11/ :	30 PRATV1219	Эн		\$700.00 NM
	11 10/02/12 Class of Tir	10/04/12 me - Pre-en	M-F NOON I		:12:00-12:30 PM	-1-1	:30	2	\$600.00	NM	
	Weeks:	Start Date 10/01/12		1TWTFSS 1-1	Spots/Week 2	<u>Rate</u> \$600.00					
	Spots: # Ch		2 (2 (2 (2 (2 (2 (2 (2 (2 (2 (2 (2 (2 (2	ne Descripti		Start/End Time	Leng	th Ad-ID			Rate Type
		ESHTu 1			ON NEWS 12-12:30	12:00-12:30 PM		30 USATVOZH			\$600.00 NM
	2 W	ESHTh 1	0/04/12 12:27	PM M-F NOC	ON NEWS 12-12:30	12:00-12:30 PM	1 :	30 USATV02H			\$600.00 NM
	12 10/08/12 Class of Ti	10/08/12 me - Pre-er	M-F NOON I	NEWS 12-12	:12:00-12:30 PM	M	:30	1	\$600.00	NM	ino.
	Weeks:		End Date M	1TWTFSS	Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch	n <u>Day</u> A	Air Date Air Tir	me Descripti		Start/End Time 12:00-12:30 PM	-	gth <u>Ad-ID</u> 30 PRATV1224	4H		<u>Rate Type</u> \$600.00 NM
	13 10/05/12	10/05/12			1:00-2:00 PM	F	:30		\$700.00	NM	ψοσο.σο 14101
	Class of Ti	me - Pre-er	nptible with notice	9			.50		ψ, 00.00	14141	
	Weeks:	Start Date 10/01/12		<u> 1TWTFSS</u>	Spots/Week 1	<u>Rate</u> \$700.00					
	Spots: # Ch			me <u>Descripti</u>	<u>ion</u>	Start/End Time	Leng	gth Ad-ID			Rate Type
	1 W			PM Days of	Our Lives	1:00-2:00 PM		30 USATV02H		,	\$700.00 NM



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

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944600-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1563

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		Spots/	
ine Start Date End Date Description Start/End Time	MTWTFSS	Length Week Rate Type	
14 10/03/12 10/05/12 KATIE COURIC DAY 2-3PM Class of Time - Pre-emptible with notice	1-1	:30 2 \$400.00 NN	1
Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 1-1 2	<u>Rate</u> \$400.00		
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WESHW 10/03/12 2:28 PM KATIE COURIC DAY	Start/End Time 2-3PM	Length Ad-ID ;30 usaтv02н	Rate Type \$400.00 NM
2 WESHF 10/05/12 2:47 PM KATIE COURIC DAY	2-3PM	:30 PRATV1219H	\$400.00 NM
15 10/02/12 10/04/12 M-F 3-4 PM 3:00-4:00 PM Class of Time - Pre-emptible with notice	-1-1	:30 2 \$600.00 NM	1
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/01/12 10/07/12 -1-1 2	<u>Rate</u> \$600.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHTu 10/02/12 3:36 PM M-F 3-4 PM	3:00-4:00 PM	:30 USATV02H	\$600.00 NM
2 WESHTh 10/04/12 3:29 PM M-F 3-4 PM	3:00-4:00 PM	:30 USATV02н	\$600.00 NM
16 10/08/12 10/08/12 M-F 3-4 PM 3:00-4:00 PM Class of Time - Pre-emptible with notice	M	:30 1 \$600.00 N	Л
Weeks: Start Date End Date MTWTFSS Spots/Week 10/08/12 10/14/12 M 1	Rate \$600.00	_	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHM 10/08/12 3:28 PM M-F 3-4 PM	3:00-4:00 PM	:30 PRATV1224H	\$600.00 NM
17 10/03/12 10/05/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Pre-emptible with notice	1-1	:30 2 \$1,000.00 NI	Л
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/01/12 10/07/121-1 2	<u>Rate</u> \$1,000.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHW 10/03/12 4:11 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 PRATV1219H	\$1,000.00 NM
2 WESHF 10/05/12 4:11 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 USATV02H	\$1,000.00 NM
18 10/08/12 10/08/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Pre-emptible with notice	M	:30 1 \$1,000.00 NI	Л
Weeks: Start Date End Date MTWTFSS Spots/Week 10/08/12 10/14/12 M 1	<u>Rate</u> \$1,000.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHM 10/08/12 4:58 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 PRATV1224H	\$1,000.00 NM
19 10/04/12 10/04/12 M-F 5-6 PM ROT 5:00-6:00 PM Class of Time - Pre-emptible with notice	T	:30 1 \$1,600.00 N	VI
Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 T 1	Rate \$1,600.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHTh 10/04/12 5:21 PM M-F 5-6 PM ROT	5:00-6:00 PM	:30 PRATV1219H	\$1,600.00 NM
20 10/03/12 10/05/12 M-F 6-6:30 PM M-F 6-6:30 PM Class of Time - Fixed Non Pre-emptible	1-1	:30 2 \$2,200.00 N	M
Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 1-1 2	Rate \$2,200.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHW 10/03/12 6:11 PM M-F 6-6:30 PM	M-F 6-6:30 PM		\$2,200.00 NM
2 WESHF 10/05/12 6:11 PM M-F 6-6:30 PM	M-F 6-6:30 PM	:30 PRATV1219H	\$2,200.00 NM
21 10/08/12 10/08/12 M-F 6-6:30 PM M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M	:30 1 \$2,200.00 N	VI
Weeks: Start Date End Date MTWTFSS Spots/Week 10/08/12 10/14/12 MTWTFSS 1	Rate \$2,200.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	Rate Type
1 WESHM 10/08/12 6:14 PM M-F 6-6:30 PM	M-F 6-6:30 PM		\$2,200.00 NM

MG for 29.1 10/06





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Month Invoice Period Invoice # Invoice Date 10/14/12 10/01/12 - 10/08/12 944600-1 October 2012

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1563

www.we	esh.com									
l ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
22	10/02/12	10/04/12	M-F Entertainment To		-1-1	:30	2	\$1,700.00	NM	40, 8 P. C. 1012 / 10 PP 15
	Class of Tin Weeks:	ne - Pre-emp Start Date	otible with notice <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate					
	Spots: # Ch	10/01/12 Day Air	10/07/12 -1-1 Date Air Time Descri	2 ntion	\$1,700.00 Start/End Time	l engt	h Ad-ID			Rate Type
`		ESHTu 10/	/02/12 7:11 PM M-F E	ntertainment Tonight	7:00-730 PM		0 PRATV121	.9н		\$1,700.00 NM
	1 WE	ESHTh 10/	/04/12 7:27 PM M-F E	ntertainment Tonight	7:00-730 PM	:3	0 USATV02H	1		\$1,700.00 NM
	10/08/12 Class of Tir	10/08/12 ne - Pre-emp	M-F Access Hollywood otible with notice	Access Hollywood	4 M	:30	1	\$1,700.00	NM	
1	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$1,700.00					
	Spots: # Ch		Date Air Time Descr	ption	Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	/08/12 7:47 PM M-F A	ccess Hollywood	Access Hollywo	ood / :3	0 PRATV122	24н		\$1,700.00 NM
	10/03/12 Class of Tir	10/03/12 ne - Immedia	NBC Tonight Show ately Pre-emptible without		W	:30	1	\$800.00	NM	
1	Weeks:	Start Date 10/01/12	End Date MTWTFSSW	Spots/Week 1	<u>Rate</u> \$800.00					
,	Spots: # Ch				Start/End Time		th Ad-ID	, -		Rate Type
	1 WE	ESHW 10	/03/12 12:08 AM NBC	Fonight Show	11:35P-12:35XI	M :3	30 PRATV121	19н		\$800.00 NM
25	10/08/12 Class of Tir	10/08/12 ne - Immedia	NBC Tonight Show ately Pre-emptible without	11:35P-12:35XM notice	M	:30	1	\$800.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 M	Spots/Week 1	<u>Rate</u> \$800.00					
	Spots: # Ch	Day Air			Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	/08/12 12:31 AM NBC		11:35P-12:35XI	M :3	30 PRATV12	24H		\$800.00 NM
		CONTRACTOR OF THE	Late Night w/Jimmy Footible with notice		T	:30	1	\$400.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSST	Spots/Week 1	<u>Rate</u> \$400.00			ang teat or a	Secret de Visa.	
	Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
	1 WI	ESHTh 10	/04/12 1:18 AM Late N	Night w/Jimmy Fallon	12:35-1:35XM		30 PRATV12	19H		\$400.00 NM
27	10/06/12 Class of Tir	10/06/12 me - Pre-emp	Sat 5-6a ptible with notice	Sat 5-6a	S-	:30	1	\$100.00	NM	
	Weeks:		End Date MTWTFSSS-	Spots/Week	Rate					
	Spots: # Ch	10/01/12 n Day Air	10/0//12	1 iption	\$100.00 Start/End Time	e Leng	th Ad-ID			Rate Type
		ESHSa 10	/06/12 5:29 AM Sat 5	-6a	Sat 5-6a	:	30 PRATV12	24H		\$100.00 NM
28	10/06/12 Class of Tir	10/06/12 me - Pre-em	Sat Sunrise 6-8 AM ptible with notice	6:00-8:00 AM	S-	:30	1	\$500.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: # Ch			E	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 W	ESHSa 10			6:00-8:00 AM	:	30 PRATV12	24н		\$500.00 NN
29	10/06/12 Class of Ti	10/06/12 me - Immedi	Sat. Entertainment thi ately Pre-emptible withou		S-	:30	1	\$1,100.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$1,100.00					
	Spots: # Ch		r Date Air Time Desc	ription	Start/End Time		th Ad-ID			Rate Type
	4 W	ESHTu 10	0/02/12 2:55 PM KATI 29.1 10/06	E COURIC DAY	2-3PM	•	30 PRATV12	19н		\$400.00 NN
	3 W	ESHTh 10		E COURIC DAY	2-3PM	i	30 PRATV12	19н		\$400.00 NN
	2 W	ESHF 10	0/05/12 5:12 AM M-F E 29.1 10/06	Early Sunrise	5:00-6:00 AM	:	30 USATV02	H		\$300.00 NN





Payment Terms 30 Days

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Line	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
29	10,00,12	10/06/12 ne - Immediat			W7:00-8:00 PM notice	S-	:30	1 1 1	\$1,100.00	NM	9.5/
	Spots: # Ch	Day Air I	Date Air T	ime Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1	1 WE	SH Sa 10/0	06/12	Sat. Er	tertainment this Week	7:00-8:00 PM	:0	0			\$1,100.00 NM
		See MG 2	29.2,29.3,29.	1					e 7 s		
30	10/07/12 Class of Tim	10/07/12 ne - Pre-empt	SA/SU 6-6 tible with noti		SA/SU 5:58-6:30 PI	S	:30	1	\$1,600.00	NM	
	Weeks:	Start Date	End Date	<u>MTWTFSS</u>	Spots/Week	Rate			-		
-		10/01/12	10/07/12	S	1	\$1,600.00					
	Spots: # Ch	Day Air I	Date Air 7	ime Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHSu 10/0	07/12 6:30	PM SA/SU	6-6:30 PM	SA/SU 5:58-6:3	0 Pl :3	O PRATV12	24н		\$1,600.00 NM
						,					

Total Spots

44

Gross Total

\$40,800.00

Agency Commission

\$6,120.00

Net Amount Due

\$34,680.00